TELEFOOD
CHICAGO, ILL.
MONTHLY 8,000

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ROWNTREE & CO. LTD., of England has appointed Philip Morris, Inc. as national distributor for Rowntree candy products in the U.S.

PHILIP MORRIS INC.

BOSTON — Paul D. Townsend, Vice President-General Products of Philip Morris Domestic, treats youngsters at the National Candy Wholesalers Association to Rowntree candy bars. Announcement was made at the convention by Townsend and S.A. Free, Overseas Companies Director of Rowntree & Co., Ltd., that Philip Morris will become national distributor for Rowntree candy products in the U.S. In its display booth at the convention, Philip Morris featured these Rowntree products: After Eight thin mints and Polo mints—dark chocolate covered thin mints, Black Magic—assorted dark chocolates, Dairy Box — assorted milk chocolate; candy bars: Kit Kat—light crisp wafers in milk chocolate, Aero—whipped chocolate bar, Coffee Crisp —a light snack in chocolate and Caramel Crisp—light crisp wafer in caramel and milk chocolate.

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